



The WALT Disney Company

Susan L. Fox
Vice President
Government Relations

October 10, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: DTV Consumer Education Initiative; MB Docket No. 07-148

Dear Ms. Dortch:

On behalf of ESPN and ESPN HD, this letter serves as ESPN HD's continuing report on its DTV consumer education efforts. This letter is submitted pursuant to the Commission's Report and Order, released March 3, 2008, in the above-captioned proceeding, that instructed DTV.gov transition partners to report their consumer education efforts on a quarterly basis as a condition of continuing partner status.

ESPN currently offers four HD networks: (1) ESPN HD (launched March 30, 2003); (2) ESPN2 HD (launched January 5, 2005); and (3) ESPNNEWS HD (launched March 30, 2008); and ESPN U HD (launched August 28, 2008).

In 2008, ESPN HD and ESPN2 HD will air more than 12,000 hours in high definition including all of ESPN's NASCAR coverage, NBA telecasts, MLS telecasts, MLB telecasts, college football telecasts, National Hot Rod Association races and coverage of NFL Monday Night Football. All of ESPN and ESPN2's Bristol-based studio programming originates in high definition, including SportsCenter, NFL Countdown, NFL Monday Night Countdown, NFL Live, Monday Night Countdown, Baseball Tonight, Mike & Mike in the Morning and First Take. In addition, ESPN partners with individual cable operators to devote millions of dollars in promotional on-air time to promote the availability of its HD programming. ESPN believes that its leadership role in airing and promoting HD programming has been a key driver in viewers' awareness of and demand for HD programming and TV sets.

As NCTA has reported to the FCC, last year NCTA launched a DTV consumer education campaign. The ESPN networks currently are airing the NCTA-produced PSAs.



If you have any questions about the material discussed in this letter, please contact the undersigned.

Sincerely,

A handwritten signature in blue ink, appearing to read "Susan L. Fox". The signature is stylized and cursive.

Susan L. Fox
Vice President, Government Relations
The Walt Disney Company